



A STUDY OF FACIAL AND PHYSIQUE ATTRACTIVENESS STEREOTYPING AMONG ADULTS

ABSTRACT

***Thesis Submitted for the Degree of
Doctor of Philosophy
IN
Psychology***

**BY
NOOTAN KAUSHIK**

**Under the Supervision of
*Dr. Akbar Husain***

**DEPARTMENT OF PSYCHOLOGY
ALIGARH MUSLIM UNIVERSITY
ALIGARH [INDIA]**

1988

ABSTRACT

In recent years there has been few studies in the west, which suggests that attractiveness stereotyping occurs throughout adulthood, but the area of "physical attractiveness" in our country has been largely ignored. In the present study 150 male and 150 female adult students of post-graduate classes of A.M.U., Aligarh have been studied for determining preferences for the opposite-sex, and facial and physique attractiveness stereotyping of the self and others. The present study aimed to determine:

High, medium and low attractive male subjects' preferences for the high, medium and low attractive female stimulus persons.

High, medium and low attractive female subjects' preferences for the high, medium and low attractive male stimulus persons.

Asthenic, athletic and pyknic male subjects' preferences for the asthenic, athletic and pyknic female stimulus persons.

Asthenic, athletic and pyknic female subjects' preferences for the asthenic, athletic and pyknic male stimulus persons.

The significance of difference between high attractive male and female, medium attractive male and female, and low attractive male and female subjects' preferences for the similar - dissimilar facial attractive stimulus persons.

The significance of difference between asthenic male and asthenic female, athletic male and athletic female, and pyknic male and pyknic female subjects' preferences for the similar-dissimilar physique stimulus persons.

Similarity in stereotyping among high, medium, and low attractive male and female subjects' self-evaluation.

Similarity in stereotyping among asthenic, athletic, and pyknic male and female subjects' self-evaluation.

Similarity in stereotyping between high and medium, high and low, and medium and low attractive male and female subjects' self-evaluation.

Similarity in stereotyping between asthenic and athletic, asthenic and pyknic and athletic and pyknic male and female subjects' self-evaluation.

Similarity in stereotyping between high attractive male and female medium attractive male and female and low attractive male and female subjects' self-evaluation.

Similarity in stereotyping between asthenic male and female, athletic male and female, and pyknic male and female subjects' self-evaluation.

Similarity in stereotyping among high, medium and low attractive male and female subjects' evaluation for the similar-dissimilar facial attractive liked stimulus persons.

Similarity in stereotyping among asthenic, athletic and pyknic male and female subjects' rating for the similar-dissimilar physique attractive liked stimulus persons.

Similarity in stereotyping between high and medium, high and low, and low and medium attractive male and female subjects' evaluation for the similar-dissimilar facial attractive liked stimulus persons.

Similarity in stereotyping between asthenic and athletic, asthenic and pyknic and athletic and pyknic male and female subjects' evaluation for the similar-dissimilar physique attractive liked stimulus persons.

The main findings of the study were:

- (1) Male as well as female subjects of high, medium and low attractiveness showed significantly higher liking for the similar-dissimilar stimulus persons of the opposite-sex.
- (2) High attractive male and female subjects differed significantly in their preferences for the high and medium attractive stimulus persons.

- (3) Significant differences were found to exist between low attractive male and female subjects in preferences for the high, medium, and low attractive stimulus persons.
- (4) Low attractive male subjects showed their preferences for the similar attractive stimulus persons of the opposite-sex whereas the low attractive female subjects did not show any preference for the low attractive male stimulus persons.
- (5) The preference of asthenic, athletic, and pyknic male subjects do not differ significantly for the asthenic and athletic female stimulus persons.
- (6) The preferences of asthenic, athletic and pyknic female subjects were not found to be different for the asthenic and athletic male stimulus persons.
- (7) No sex differences existed between asthenic male and female, athletic male and females, and pyknic male and female subjects' preferences for the asthenic and athletic opposite-sex stimulus persons.
- (8) Pyknic male as well as pyknic female subjects did not show any preference for the pyknic silhouette of the opposite-sex.
- (9) Both the high and medium attractive male and female subjects, and asthenic and athletic male and female subjects preferred stimulus persons similar to their own face and physique.
- (10) Low attractive male and female subjects showed higher liking for the medium attractive stimulus persons. Pyknic male and female subjects showed higher liking for the athletic stimulus persons.
- (11) Similarity in stereotyping in respect of self-evaluation was of a markedly low order among the subjects belonging to facial and physique attractive groups.
- (12) There was greater similarity in stereotyping for both facial and physique attractiveness between the liked stimulus persons.
- (13) Perceivers' facial and physique attractiveness stereotyping seemed to have little to do with the perception of stereotyping of the liked stimulus persons.



A STUDY OF FACIAL AND PHYSIQUE ATTRACTIVENESS STEREOTYPING AMONG ADULTS

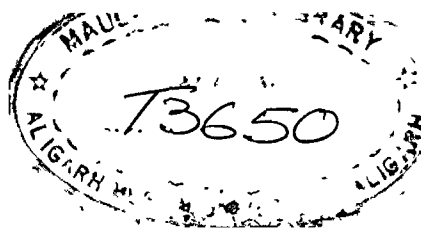
***Thesis Submitted for the Degree of
Doctor of Philosophy
IN
Psychology***

**BY
NOOTAN KAUSHIK**

**Under the Supervision of
*Dr. Akbar Husain***

**DEPARTMENT OF PSYCHOLOGY
ALIGARH MUSLIM UNIVERSITY
ALIGARH [INDIA]**

1988



T3650

CONTENTS

Page No.

Supervisor's certificate

Acknowledgement

Chapter One	INTRODUCTION	1-16
Chapter Two	REVIEW OF LITERATURE	17-35
Chapter Three	METHODOLOGY	36-40
Chapter Four	RESULTS	41-59
Chapter Five	DISCUSSION AND CONCLUSION	60-71
Chapter Six	SUMMARY	72-78
	REFERENCES	79-87



DEPARTMENT OF PSYCHOLOGY
ALIGARH MUSLIM UNIVERSITY
ALIGARH-202001

Date : 29.10.1988

CERTIFICATE

This is to certify that the thesis entitled " A study of facial and physique attractiveness stereotyping among adults" submitted by Nootan Kaushik for the degree of Ph.D. in Psychology, is her original work and has been carried out under my supervision. The thesis is suitable for submission for the award of the degree.

Akbar Husain
AKBAR HUSAIN
Lecturer

ACKNOWLEDGEMENT

My sincerest thanks are due to the students who readily accepted acting as subjects and judges for this study.

To my supervisor, Dr. Akbar Husain, I owe a special debt of thank for his painstaking involvement in the study, able help and guidance that enabled me to give this work its present form.

I am grateful to Prof. S. Sultan Akhtar, Chairman, Department of Psychology, for providing me with all the research facilities for conducting this work. I wish to put on record by grateful appreciation to Prof. Afzal Kureshi, Department of Psychology, A.M.U., Aligarh for his valuable suggestions and advices all through.

No words can adequately express my gratefulness to my parents and feeling to my husband Mr. Deepak Sharma, whose affection, and concern for my academic achievement encouraged me to complete the present work in a relatively short span of time.

I am also thankful to Mr. Mazahir Husain and Mr. Salam Siddique for typing the thesis neatly in the minimum possible time.



(NOOTAN KAUSHIK)

Research Scholar
Department of Psychology
A.M.U., Aligarh

Chapter One

INTRODUCTION

Research on physical (facial) attractiveness stereotyping reveals that attractive people are perceived as possessing better and more desirable personalities and as being more likely to obtain life's material and psychological benefits than are their less attractive counterparts. Studies on physique attractiveness reveals that mesomorphs tended to create a positive impression, while the ectomorphs and endomorphs evoked images which were, respectively much more negative than that of mesomorph.

Following these major findings of studies on physical attractiveness, the present study conducted on university students in which male and female subjects (a) preferred the photograph of a opposite-sex stimulus person previously judged a high attractive, medium attractive or low attractive; (b) preferred the silhouette of a opposite-sex stimulus person represented as asthenic, athletic and pyknic; (c) rated the personality of self as perceived by themselves and judges as high, medium, or low attractive persons; (d) rated the personality of self as perceived by themselves and judges as asthenic, athletic, or pyknic; (e) rated the personality of other person (i.e. liked stimulus person opposite sex) on the basis of his/her facial photograph; (f) rated the personality of other person (i.e. liked stimulus person of opposite sex) on the basis of his/her silhouette.

Stereotyping : Concept and Definition

The term 'stereotyping' was first coined by Lippman in 1922 and since then hundreds of studies have been carried out on stereotyping. Stereotyping is the result of socialization. As the famous journalist walter Lippman noted:

We do not see first, then define; we define first and then see we are told about the world before we see it. We imagine most things before we experience them. And those preconceptions ... govern deeply the whole process of perception. (1922, pp. 81,90)

Stereotyping is probably one of the most important concepts in psychology, the process that can investigate the relationship between actors such as similarity, rewards and attraction. People tend to characterize others as belonging to one or another social group whose members are believed to have particular physical, social and psychological characteristics. This process of cognitive categorization is known as stereotyping involving the drive for unity and consistency, the filling in of assumed content and the structuring around a central theme. In stereotyping the central theme is the person's membership in a specific group. For example, he or she is a Hindu or Muslim, higher caste or lower caste, attractive or unattractive.

Stereotyping : False or real

In support of their view that stereotypes are false most social psychologists have given the following reasons. First, stereotypes enlarge the difference between groups (for example, male are dominant, female are submissive) and do not take into

consideration the opinion of the thousands of people belonging to the group under judgement. Second, stereotypes often rely on the totally unproven assumption that the groups behaviour is biologically determined. Third, many of the traits assigned through stereotyping are simply not there. For example, drug addicts do not have distinct personality.

However, many stereotypes do have some superficial truth. For example, many scheduled tribes are criminal. But what does this mean ? Stereotypes usually explain such type of superficial truth by supporting the argument that scheduled tribes are "born with it". On the contrary, the evidence indicates that this is learned behaviour. That is, scheduled tribe adopts criminality as profession.

In reality the traits are much more likely to be the result of stereotyping itself- the group definitions and group restrictions built into our socialization and social attitudes.

Advantages of Stereotyping :

Stereotypes serve several important functions for those who hold them. First, stereotyping is important because it is considered to be one of the main avenues for the expression of social and cultural attitudes, i.e. the products of socialization. Second, by stereotyping we can reduce the overwhelming complexity of social information to more manageable proportions. Rather than getting lost researching for some one's idiosyncratic and

unique traits we can organize an impressions in general stereotypes. Third, because people share stereotypes, they can communicate directly and easily with those who share them. Stereotypes are a form of social shorthand. There are, of course many differing categories that can serve as basis for stereotypes, younger, old, various ethnic groupings, male or female. Each serves as a convenient way to organize our perceptions of people. The convenience of stereotyping is typically acquired at terribly low cost : it strips people of their individuality, saving them from making conscious and considered judgements, a fairly expensive exercise.

Disadvantages of Stereotyping :

Much is lost as a result of stereotyped thinking. The person doing the stereotyping sacrifices breadth and accuracy of perception. He limits his interests, his curiosity, his friendships, his understanding of human-kind. Furthermore, he limits his personal growth. He cannot be gentle- that is too womanly.

A person is locked into a limited definition of his personality and capability, a definition which may have nothing whatsoever to do with him but which he will probably internalize all the same. (Many working women accept lower pay on the assumption that men should earn more) If the person rejects the stereotype and deviates from it, he is likely to be punished or at least discouraged. The path of least resistance, is to remain within your stereotypes.

In defense of superficial judgements, it may be said that the other persons surface is sometimes the only clear thing about him. But if we rely too much on surface, filling in the personality picture with our private notions about people in general, then eventually we not longer see reality.

Physical Attractiveness :

One of the first thing we notice about other person is his/her physical appearance. Commonsense suggests that this factor plays a major role in interpersonal attraction- more than most people realize. Physically attractive persons are generally liked to a greater degree than are unattractive ones upon a first meeting (Berscheid & Walster, 1974). A number of studies draw the same conclusion that the more physically attractive a person is, the more he or she is liked by others.

As for the definition of the term "attractiveness" it has not yet been defined. It is obvious that individuals differ in what they find attractive in others, and there are also historical and socio-cultural variations. There are very few objective measurements (except tape measurement for judging Miss world and Mr. Universe competitions), by which a person can be classified as attractive or unattractive. Unfortunately, there have been relatively few attempts to study the components of beauty or the physical attractiveness. So it would suffice to say that attractiveness is a relative and subjective term. A body of psychological research had identified some aspects of physical

attractiveness- facial beauty, body build, dress, height, and various parts of the body, etc. that may be attractive or repulsive to some people.

Studies on physical attractiveness variable have powerful influence on social attitudes, attributions and behaviour in a variety of cultural context (see review by Berscheid & Walster, 1974; Cash, 1981). These studies indicate that differing levels of attractiveness elicit differential social perceptions, exchanges, and behaviours that often favour the attractive while operating as a detriment to those who are physically unattractive.

The earlier researches on physical attractiveness stereotyping raised certain issues regarding assessment of attractiveness. First, attractiveness is either static component (i.e. stable and enduring physical characteristics) or changing component (i.e. grooming, facial expression, nonverbal behaviour). In earlier researches on physical attractiveness ^{College} year book facial photographs were used to manipulate attractiveness. These researches emphasized that attractiveness is a static phenomenon represented by the face (Berscheid & Walster, 1974). A recent investigation conducted by Sussman et al. (1983) provides evidence that questions the view of physical attractiveness as a static or changing variable. The authors of the study found a significant target person X grade interaction in assessing attractiveness from the year book photos of the same subjects in 1st, 4th, 7th and 10th grades, indicating that some individuals changed more relative to the group than others. The authors suggested that

fluctuations in facial attractiveness may have been due to changes in hairstyle, use of make up or mood.

Another changing component of physical attractiveness is grooming. Some studies have examined the effects of grooming variables (e.g. clothing, hairstyle etc.) on physical attractiveness (Cash, 1985; Graham & Jouhar, 1981).

Second important issue that arises in the assessment of physical attractiveness is the relative value of facial and physique attractiveness in overall judgements of physical appearance. Although both facial (cf. Cash, 1981) and bodily attributes (Lerner & Gellert, 1969; Lerner & Korn, 1972) have been used as measures of physical attractiveness in the past, little is known about how they influence overall perceptions of appearance. Mueser et al. (1984) found that both facial and bodily attractiveness of females were predictive of their overall attractiveness, although the face was a slightly more powerful prediction. In an experimental study using males as target persons, Jones (1982) found that bodily attractiveness significantly influenced overall attractiveness, although facial attractiveness did not.

Third issue is effect of nonverbal behaviour on assessment of physical attractiveness. The data of Mueser et al. (1984) gives an answer of the question : Does visual information gained from a "moving target" person significantly influence attractiveness judgement ? Mueser et al. (1984) found that target persons were seen as less physically attractive when their facial

expression were sad, than when their expressions were either neutral or happy. Judgements of neutral or happy expressions did not differ. In addition, when four dimensions of facial expression were assessed (Pleasantness, intensity, surprise, naturalness), only pleasantness consistently emerged as the most significant predictor of corresponding changes in attractiveness. Thus Meuser et al. concluded that fluctuations in perceived facial attractiveness may be associated with changes in affect. This conclusion questions the generalizability of the many studies that use static photograph as stimulus materials, and suggests the need either to study physical attractiveness under naturally occurring, ecologically valid conditions or to use more dynamic methods of stimulus presentation i.e. videotape (Brown Cash & Noles, 1986).

Finally, a related issue in attractiveness research concerns the manner in which attractiveness, its components and other physical attributes convey information about gender (Cash & Janda, 1984). The first cues people usually have for inferring whether a person is male or female are cues from physical appearance. There is a growing literature (Cash & Duncan, 1984; Cash & Trimer, 1984; Gillen, 1981; Major & Deaux, 1981) that confirms "what is beautiful is sex typed" phenomenon, the notion that physical attractiveness often conveys sex-role appropriateness, particularly for females. Given that physical characteristics exert such a strong influence on gender stereotyping (Deaux & Lewis, 1984), it is possible that the same factors that affect perceptions of attractiveness also affect sex- role stereotyping.

Physical Attractiveness Stereotype :

Physical attractiveness stereotype is an important factor in social perception and behaviour and social interaction. Physically attractive people are generally assumed to have a number of more positive qualities than their more average looking counterparts. For example, Dion et al. (1972) showed photographs of attractive and average people to their subjects. The subjects attributed more positive personality traits, greater occupational success, acquiring new friends, increased dating frequency, mate selection and higher marital adjustment to the physically attractive people. There is another aspect of physical beauty that replaces a person's qualities: For example, mature women are more likely than young girls to think that beards and hairy chest are attractive in men because these things are associated with a common stereotype of sexual potency or masculine strength which tends to replace youthful prettiness in women's evaluation of male beauty as they grow older (London, 1975).

Since Dion et al.'s (1972) study, evidence of physical attractiveness stereotyping has been found in numerous studies (Cash, 1981, Dion, 1986). Attractiveness has been shown to function as an evaluative cue for older as well as younger adults (Adams & Huston, 1975; Johnson & Pittenger, 1984), which suggests that attractiveness stereotyping occurs throughout adulthood.

Body-build or physique has been considered to be a major source of physical attractiveness among adults. A small group of

studies provides evidence that sex-differences exist in stereotyping of body-build (Hamid, 1968; Kiker & Miller, 1967; Miller et al., 1968; Stewart et al., 1973; Kaushik, 1986).

These studies have many common methodological weakness and features. First, studies relating to the stereotyping of body-build were more concerned with the implications of Sheldon's morphological theories rather than stereotyping per se. Second, all of these studies relied upon some measures of consensus as sole criterion for stereotyping, and with few exceptions (e.g. Miller et al., 1968) most failed to proceed beyond this level of analysis. Third, in most of the studies, the data were obtained by the method of forced nominations, where the subjects were allowed to select only one target as 'most' (or 'least') suiting the trait in question. Fourth, most of the studies conducted on stereotyping of body-build were concerned exclusively with male targets. Fifth, the majority of published papers suffered from excessive brevity and an insufficiently detailed presentation of results, greatly reducing their potential for developing additional hypotheses concerning the role of body build in impression formation or for building a more adequate conceptualization of stereotyping. Sixth, few studies determined the influence of self and personality on stereotyping, employed less restrictive procedures such as ranking, grading or paired comparisons, the number of targets (usually three to five occasionally as many as 11 targets) and their nature with extremes of endomorphy, mesomorphy and ectomorphy being the most commonly

employed target). Seventh, Sheldon's influence upon the stereotyping research, (a) Sheldon (1942) has published an atlas of standard physiques, allowing researchers to communicate about the stimuli used without publishing pictures of them (b) There is the influence of Sheldon's hypothesized relationship between overt behaviour and physique as described by his morphology (Biller and Liebman, 1971; Child, 1950; Walker, 1962); some authors implicitly or explicitly reasoning that the stereotyping of somatotypes would tend to substantiate Sheldon's claims. Eight, the relationship between Sheldonian dimensions and social expectations has not been demonstrated.

The results of all studies showed that differences in body build give rise to a wide variety of social stereotypes, with some achieving quite notable levels of consensus. In general, it was found that mesomorphs tended to create a positive impression, while the ectomorphs and endomorphs evoked images which were, respectively, more or much more negative than that of mesomorph. For female target persons the roles of ectomorphs and mesomorphs in social image were reversed with thinness being the valued characteristic.

Significance of the Present Study :

Keeping in view the above issues and weaknesses, relating to perception of appearance and physique attractiveness stereotyping, the present study brings under investigation four issues concerning physical attractiveness stereotyping research.

The first issue concerned with assessment of stereotype. Most research on cultural, sex-role, religious and caste stereotypes, that is, the set of beliefs about the groups shared by members of our society.

Despite the popularity of the checklist approach (Ashmore & Del Boca, 1979), percentage estimations (Brigham, 1971, 1973) and ratio approach (Mc Cauley & Stitt, 1978; Mc Cauley et al., 1980) to the measurement of stereotypes, the present investigator has adopted a different method to assess physical (facial and physique) attractiveness stereotyping. The ideal procedure adopted in this investigation is to obtain physical attractiveness stereotypes by the high, medium, and low attractive male and female, vis-a-vis asthenic, athletic and pyknic male and female subjects for themselves and others in terms of personality traits. A detailed account of assessment of stereotypes is given in chapter Three.

The second issue pertains to the similarity between physical attractiveness stereotyping of the self and stereotyping of others and the similarity of stereotyping between the liked stimulus persons. The similarity between stereotyping of self and stereotyping of others is determined by comparing the number of high, medium and low attractive male and female subjects, asthenic, athletic and pyknic male and female subjects, endorsing the similar traits for the self and others. The similarity of stereotyping between the liked stimulus persons is also assessed in the same way.

The third issue is about determining similarity in stereotyping between high, medium and low attractive male and female subjects' self-evaluation and others evaluation, and between asthenic, athletic and pyknic male and female subjects' self-evaluation and others evaluation. It may be noted that similarity in the degree of physical attractiveness stereotyping (mainly physique attractiveness) have largely been ignored in earlier research.

The fourth issue concerned mainly with the hypotheses based on physical attractiveness stereotyping. Broadly speaking, three hypotheses - "What is beautiful is good", "What is good is beautiful" and "What is beautiful is sex-typed phenomenon" - are widely prevalent in physical attractiveness stereotyping research. Studies based on these hypotheses emanating mainly from western research indicate that differing levels of attractiveness elicit differential social perceptions, exchanges, and behaviours that often favour the attractive while operating as a detriment to those who are physically unattractive. Besides, these hypotheses have given undue greater importance to 'face' than to 'physique'. That is, physical attractiveness hypotheses has generally undermined the importance of physical attractiveness variable.

The problem of the present study is to assess facial and physique attractiveness stereotyping among adults. An important question that arises in the assessment of facial and physique attractiveness is the meaningful application of these three hypotheses to these aspects of attractiveness. As the term

"beautiful" has generally been applied only in the case of facial attractiveness excluding physique attractiveness, there seems to be greater justification for the present investigator to formulate a new hypothesis entitled as "What is liked is good". It is presumed that the scope of the term "Liked" will, besides including facial attractiveness will also include physique attractiveness and other aspects. The criteria for likeness may vary from one group to another group. In other words, every culture has its own criteria of attractiveness. For example, in Indian culture, male subjects showed higher attraction for the high attractive females, whereas the female subjects showed higher liking for the medium attractive males (Husain & Kureshi, 1983). Similarly, with respect to physique attractiveness, male subjects showed preferences for asthenic females and female subjects preferred athletic males (Husain & Kureshi, 1982).

In the present investigation therefore, this hypothesis is to be tested both for facial and physique attractiveness stereotyping, believing that findings based on the present study will provide us enough intriguing and promising results and implications.

The main objectives of the present study are as follows:

- To determine high, medium and low attractive male subjects' preferences for the high, medium and low attractive female stimulus persons.
- To determine high, medium and low attractive female subjects' preferences for the high, medium and low attractive male stimulus persons.

- To determine asthenic, athletic and pyknic male subjects' preferences for the asthenic, athletic and pyknic female stimulus persons.
- To determine asthenic, athletic and pyknic female subjects' preferences for the asthenic, athletic and pyknic male stimulus persons.
- To determine the significance of difference between high attractive male and female, medium attractive male and female, and low attractive male and female subjects' preferences for the similar - dissimilar facial attractive stimulus persons.
- To determine the significance of difference between asthenic male and asthenic female, athletic male and athletic female, and pyknic male and pyknic female subjects' preferences for the similar - dissimilar physique stimulus persons.
- To determine similarity in stereotyping among high, medium, and low attractive male and female subjects' self-evaluation.
- To determine similarity in stereotyping among asthenic, athletic, and pyknic male and female subjects' self-evaluation.
- To determine similarity in stereotyping between high and medium, high and low, and medium and low attractive male and female subjects' self-evaluation.
- To determine similarity in stereotyping between asthenic and athletic, asthenic and pyknic and athletic and pyknic male and female subjects' self-evaluation.

- To determine similarity in stereotyping between high attractive male and female medium attractive male and female and low attractive male and female subjects' self-evaluation.
- To determine similarity in stereotyping between asthenic male and female, athletic male and female, and pyknic male and female subjects' self-evaluation.
- To determine similarity in stereotyping among high, medium and low attractive male and female subjects' evaluation for the similar-dissimilar facial attractive liked stimulus persons.
- To determine similarity in stereotyping among asthenic, athletic and pyknic male and female subjects' rating for the similar-dissimilar physique attractive liked stimulus persons.
- To determine similarity in stereotyping between high and medium, high and low, and low and medium attractive male and female subjects' evaluation for the similar-dissimilar facial attractive liked stimulus persons.
- To determine similarity in stereotyping between asthenic and athletic, asthenic and pyknic and athletic and pyknic male and female subjects' evaluation for the similar - dissimilar physique attractive liked stimulus persons.

Chapter Two

REVIEW OF LITERATURE

The plan of this chapter is to review the empirical studies on (a) the relationship between physical (facial and physique) attractiveness and liking; (b) body parts and attraction; (c) physical (facial) attractiveness stereotyping; (d) physique attractiveness stereotyping; (e) sex-differences in physical (facial and physique) attractiveness. This chapter comprises only those studies which are directly related to our problem or having some implications of the study.

Physical (Facial and Physique) Attractiveness and Liking.

In an experiment by Byrne et al. (1968) subject's were asked to evaluate strangers of the within-sex or opposite-sex who were either physically attractive or unattractive. Towards the physically attractive stranger, irrespective of sex, attraction was greater than towards the unattractive stranger.

Sigall and Aronson (1969) investigated the relationship between physical attractiveness and liking. The physical attractiveness (attractive versus unattractive) of an evaluator and how she evaluated (positive versus negative) were manipulated and effects of this examined. The positive attractive evaluator was liked most, while attractiveness of the evaluator, if her

evaluations were negative lost, it impact and she was liked least. The unattractive positive evaluator was liked more than the attractive negative evaluator.

Kopera et al. (1971) investigated the effect of great interaction on the perception of physical attractiveness presenting photographs of women faces to two groups of males and females. The attractiveness of each photograph was rated by each subject in a coacting setting, a second time. The interacting subjects gave a low rating to the photographs on the second critical viewing than the coacting subjects indicating that group interactions tend to lower down in rating of attractiveness.

Melamed and Moss (1975) conducted two studies to test the hypothesis that context effects on social stimuli depend on associations between the context and the target stimuli. All subjects viewed and rated photographs of college age females in the context of attractive and unattractive others. Results from Expt. I where the context and targets were not linked, show a significant context effect. Neutral pictures appeared more attractive in a negative than in a positive context. These results were confirmed for the general context in Expt. II. However, the results were reversed when the context and target were linked as friends, thus demonstrating, for the general context, that the effects of context depend on the association between the target and the context.

Brown et al. (1986) used videotape to examine select determinants of perceptions of physical attractiveness and gender (masculinity/femininity) in a college student sample of 30 men and 85 women. Both body and facial attractiveness contributed to the prediction of overall attractiveness, although neither variable was a more powerful predictor than the other. Perceptions of overall physical attractiveness, both static ("fixed target") and dynamic ("moving target") were positively related to perceptions of growing. In predicting dynamic physical attractiveness from static physical attractiveness and certain nonverbal indices thought to be related to attractiveness evaluations in naturally occurring conditions, only static physical attractiveness entered the regression equation at a significant level. Still, perceived friendliness and natural body movement were related to overall attractiveness perceptions. Finally, physical attractiveness was significantly related to gender perception in both males and females, with natural body movement and tight fitting clothes also predictive of perceived masculinity in males and overall grooming and natural body movement predictive of perceived femininity in females.

Husain and Kureshi (1982) determined the male and female subjects' attraction for the opposite-sex physique vis-a-vis the role of subjects' body build and his/her, self-evaluation in attraction for the stimulus persons. The main findings of the study were; (a) subjects as a whole showed significantly higher attraction for the athletic type of body build in comparison to

either the asthenic or pyknic types; (b) male subjects irrespective of and with regard to their own body build, showed higher attraction for the asthenic female stimulus persons; (c) female subjects' attraction was more for the athletic male stimulus persons, both irrespective of and with regard to their own body build; (d) subjects' self-evaluation conformed to their preferences for the different types of body-build (i.e. athletic, asthenic, and pyknic); (e) most of the male and female subjects perceived themselves as athletic even though belonging to the other types of body build.

Perception of the attractiveness of female physique was investigated to determine the role of the body-build of the perceiver in attraction for the opposite-sex stimulus person; and to determine differences between Indian and Sudanese students in preferences for female physique. 30 Indian and 30 Sudanese male students were selected from the undergraduate classes of A.M.U., Aligarh and were asked to give their preference for one silhouette of the three presented to them showing the asthenic, athletic and pyknic type. Indian subjects, irrespective of and with regard to their own body-build, showed higher attraction for the asthenic female stimulus person. Sudanese subjects' attraction was more for the athletic female stimulus person, both irrespective of and with regard to their own body-build (Husain, 1988).

Body-Parts and Attraction .

Ward (1967) recruited a sample of 920 males and females of different heights for evaluating the heights of the Average

American Male (AAM), the Average American Female (AAF), president Lyndon, B., Johnson and Lady Bird Johnson. The subjects also expressed their liking or disliking for the latter to figures. Among both sexes, own height was positively related to height judgements of the AAM and AAF and among both sexes this relationship was stronger for judgements of the same sex figures. Own height was more strongly related to cross-sex judgements among females than among males. Females made figures estimate higher than male of the heights of the AAM and the AAF, but lower estimate than males for the heights of Lyndon B, Johnson and Lady Bird Johnson. The prediction that estimates of L.B.J.'s height would be higher for subjects, who liked him than for those who disliked him was confirmed for males and partially confirmed for females. That expected liking for Lady Bird would not be related to estimate made of her height was supported among both males and females. The results were discussed in terms of the notion that own height serves as an anchor for height judgements of others, with special reference to some of the implications of adaptation-level theory.

Berkowitz et al. (1971) explored the relationship between height and interpersonal attraction. They tested the hypothesis that subjects chose as friends those, similar to them in height. Relating the voters', choice of candidates they believed that the voters' height and that of the candidate covaried.. On the eve of the election 276 male pedestrians were interviewed and asked about their choice of candidates who happened to be quite different

in heights. Subjects' were asked to tell their own heights and the name of the candidates. As for the taller subjects, they choose significantly more taller candidates whereas the shorter subjects did not show any consistent tendencies.

Height as valued characteristic for men in modern society has been emphasized by Feldman, (1971) who with the help of anecdotal data, could support his premise that the American society attached much importance to height and to be tall was to be good and to be short was to be stigmatized.

Graziano et al. (1978) conducted two experiments to examine the influence of male height on interpersonal attraction. In experiment I, short, medium and tall women evaluated, pictures of men, whom they believed to be either short, medium or tall. It was predicted that women's attraction to the men would be an increasing linear function of the men's height. This prediction was not confirmed; men of medium height were seem to be significantly more socially desirable than either short or tall men. This was true whether the female evaluator was short, medium or tall, women did not differ in their evaluations. In experiment II, short, medium and tall men evaluated the same male stimuli. These men not only give their own evaluation of the male stimuli, but they also estimate how socially desirable the male's pictures were to women. While men showed no evidence that they believed that height was important to women; their own evaluation revealed that they liked and rated short men more positively than they

did tall men. This was true, regardless of the height of the male raters. These results were discussed in terms of social stereotypes and the importance of specifying situational contexts in the prediction of attraction.

Tridon (1922/1949) reported that breast-fed males, thought to have experienced oral gratification, showed their later preference for women with developed breasts. On the other hand, Gorer (1948) has mentioned that scheduled feeding experiences and oral frustration led to later preferences for large breasted women.

Wiggins and Wiggins (1969) conducted a study on typological analysis of male preferences for female body types. The data tend to support the belief that the three body parts of the females, namely, breasts, buttocks, legs, were considered important by males in the females' attraction.

In an informal interview-set Smith (1975) asked 100 females to name the male body characteristics; which they found to be most sexually arousing. While 39% of the women selected the male buttocks as protically attractive, and 15% favoured male slimness, only 1% reported sexual arousal when they viewed muscular chests and shoulders, and none reported sexual arousal when viewing muscular arms. These preferences are widely discrepant with the cultural belief and with the results of 100 interviews by Smith, in which males were asked to select male body parts, which they thought were most sexually arousal to women.

Wilson and Nias (1976) explored several characteristics of attractiveness in females, such as height, physique, face, hair, health, clothes and self-esteem. It is interesting that most of these features are under voluntary control, if we include ways of increasing height and changing real and apparent physique to a large extent perceiving attractiveness as a style of behaviour which can be indulged in by those who choose to do so.

Gitter et al. (1982) investigated reactions to body characteristics of male physiques. Male and female subjects were shown a series of figures which systematically manipulated five body characteristics. The findings indicated that the most salient physical characteristics for male figures was protrusion of the belly. Its presence resulted in the most negative ratings of attraction, while its absence yielded the most positive reactions. Other body characteristics including the position of the shoulders and the thickness of the neck or all body shape also effected evaluation. The study was conducted both on American and Israeli student sample, but cross-cultural differences were not found. Factors, such as the attraction of the subjects also did not affect judgements.

Perception of the attractiveness of female body characteristics were investigated to determine preference of both men and women. The design systematically manipulated that the four characteristics - head postures, shoulder postures, breast size, and body shape included several subject characteristics - gender attraction and culture. Students from two

universities in the united states and Israel were asked to rate 16 times female physiques and to assess their attraction. Results yielded a number of attraction among body characteristics, most prominently between breast size, and shoulder postures. The most preferred characteristic was a glass shape figure large breasts were also preferred (Gitter, Lomranz, Saxe and Barl-tal 1983).

Physical (Facial) Attractiveness Stereotyping.

The answer to the question "what is beautiful is good" was sought by Dion et al. (1972), who examined whether physically attractive stimulus persons, both male and female, possessed more socially desirable personality traits and expected to lead better lives than unattractive persons, was found to be in affirmative.

Seligman et al. (1973) examined that "what is beautiful is good" stereotype influenced O's attribution of responsibility to target persons. It was found that subjects (males and females), attributed more responsibility for a good outcome to attractive women, while unattractive females were seen as more responsible for a bad outcome than attractive females. Results are interpreted within the framework of balance theory. It is concluded that unattractive women may constitute a group which is discriminated against.

Dermer and Thiel (1975) conducted a study in which the person perception study by K.K.Dion et al. was quasi-replicated in order to assess the generality of the "what is beautiful is good"

stereotype. In Expt. I, 40 female participants who were either unattractive, average or physically attractive made a variety of attribution about female target persons of varying attractiveness levels. Attribution favourability was found to be contingent upon the physical attractiveness of the participants as well as the dimensions along which the attributions were made while many of the attributions were congruent with the postulated stereotypes others were not. Socially undesirable attributions regarding variety, egotism, likelihood of material disaster and likelihood of being bourgeois were reliably increasing monotonic functions of target persons' attractiveness levels. Plausible explanations for these divergences were explored in Expt.II with 354 randomly sampled university students.

Hill and Lando (1976) noted that the effects of physical attractiveness and sexual identity upon attributions had yet to be addressed within a single paradigm. In the present study, 40 male and 40 female subjects rated the performance of a physically attractive or unattractive male or female depicted in a photograph or modified versions of the sex typed tasks employed by Deaux and Enswiller. Results indicate "beauty is good" effects for both general trait ratings and specific attributions of performance but failed to indicate an antifemale in subject's attributions.

The reverse possibility that "what is good is beautiful" was investigated into by Gross and Crofton (1977) who wanted to know whether information about personality and character can

affect judgements of beauty. The stimulus persons described more favourably received a higher rating on physical attractiveness.

Jones and Adams (1982) assessed the importance of physical attractiveness across the life span. From 24 selected interviews sites in five towns, a total of 128 men and 173 women were interviewed. Subjects ranged from 18-50 years of age, self-assessed and interview rating of physical attractiveness were recorded during the interview process specifically, each subject was asked, "using as a comparison all the acquaintances that you have who are about your own age, how attractive do you think you are? On 15% of the interviews, two interviews rated with an interrater correlation reaching $r = .61$. The correlation between self and rater assessment was $r = .25$.

The data supports the beauty is good hypothesis. Further, it appears gender and peer (or interviewer rating of subject's personal attractiveness have little predictable mediating effect on belief in the attractiveness stereotype. Age of respondent did mediate the belief in the importance of physical attractiveness. It is possible that more years of living correlate with experiences which enhance the belief in a physical attractiveness stereotype. Finally these data suggest a self-regard model may be more potential than a peer evaluation model in understanding when and how individuals may come to apply the physical attractiveness stereotypes in their lives.

Ellis et al. (1983) investigated whether individuals' utilization of the physical attractiveness stereotype would be affected by varying their perception of the causal locus of attractiveness judgements. In two experiments, male subjects were led to believe either that their judgements of female targets' attractiveness were caused by the women's physical characteristics (objective judgements) or that these judgements were the result of their own personal preferences (subjective judgements). If the attractive stereotypes rests on perceiver's implicit, assumption that beauty constitutes a reliable and unbiased criterion from which to infer other characteristics (personality traits), then stereotyping should be less extreme when attractiveness is seen as subjective. Although manipulation checks showed that objectivity-subjectivity was effectively manipulated, subjects in all conditions made personality inferences that were consistent with the attractiveness stereotype i.e. significantly more favourably for attractive than for unattractive targets. These results suggest that utilization of the attractiveness to generate personality predictions is covert and not amenable to influence by perceivers' conscious attributions about the cause of their attractiveness judgement.

Using a standard person-perception paradigm, Cash & Duncan (1984) examined the first impressions that black American College Students expressed towards facial photographs of black males and females representing three level of physical attractiveness. Consistent with the research on whites, three stereotypes

were evident among blacks. At higher level of attractiveness, stimulus persons were judged to have more socially desirable personalities and greater potential for the future. More attractive women were thought to be more sex-typed. Finally, on the negative side, attractiveness also conveyed a self-centered 'bourgeois' orientation (materialistic, unsympathetic with oppressed people) and conveyed less potential for parental competence and marital stability.

Dion and Dion (1987) have advocated that just world theory provides a possible explanation of physical attractiveness stereotyping, in that believing in a just world should lead to a positive bias toward "winners", such as the physically attractive. Several hypotheses derived from this assumption were tested by having adults complete the just world scale and rate the personality traits and expected life outcomes of an attractive or unattractive stimulus persons: (a) Believers in a just world perceived the personalities of attractive, male stimulus persons as more socially desirable than non-believers and also attributed more socially desirable personalities to male stimulus persons who were attractive rather than unattractive; and (b) no effects were found for female stimulus persons. Predictions for the life outcome ratings and differences in correlations between personality and life outcome ratings as a function of belief in just world were clearly supported.

Physical (Physique) Attractiveness Stereotyping.

There is ample evidence that physique can be a potent eliciter of impressions and stereotypes in adulthood. The investigator has come across only four studies relating to the sex differences in physique stereotyping.

Kiker and Miller (1967) and Hamid (1968) explored a variety of indications of sex differences in stereotyping but very little consistency between or within them. In a later study of physique stereotyping using semantic differentials (Miller et al., 1968) a sex difference approaching significance ($Z=1.24$, $p<.10$) was reported for data obtained by collapsing 198 scales - a surprisingly large difference considering that it was based on the summary of approximately 60, 000 more or less heterogeneous ratings.

Stewart et al. (1973) determined sex differences in perception of female physique. In this study, 25 adult female college students ranked six female physique (two endomorphs, two mesomorphs and two ectomorphs) from most to least suiting 'Like least' and 'Like best' with instructions to judge upon an aesthetic rather than imputed personality basis. The two endomorphs were least liked, followed by the two mesomorphs and finally by the two ectomorphs. This order of preference was exactly reversed on liked best. The order of preference of male students was identical.

The aim of Powell's (1974) study was to follow up the suggestion of Stewart et al. (1973) that quantitative rather than

qualitative difference in body build may also yield significantly different stereotypes. The subjects were 50 University students and materials and procedure identical with that of Miller and Stewart (1968). Each subject ranked 6 female physique from most suiting to least suiting each of 15 concepts presented in a random order. The concepts were (1) Like least, (2) Like best (3) Wife (4) Young (5) Successful (6) Sister (7) Leader (8) Hold (9) Self (10) follower (11) Mother (12) Prostitute (13) Prudish (14) Homosexual (15) Alcoholic. The physiques were selected so as to form 3 pairs, endomorphs, 6-3-2 and 7-3-1, mesomorphs 3-6-2, and 1-7-1, ectomorphs 1-2-7, and 1-3-6, somatotype number from Sheldon (1942). The physiques were photographs of anonymous person with masked faces.

Sex Differences in Physical (Facial and Physique) Attractiveness.

Miller and Rivenbark (1970) investigated sex differences as a determinant of heterosexual liking and found that males gave greater weightage to physical attractiveness than females. The importance of physical attractiveness affected by the degree of infancy and continuance in relationship, sex and type of relationship did not show any significant interaction.

That attraction resides in dissimilarity was found to be true when it was a matter between sexes and their perceived roles, and a function of similarity when it pertain to the same sex was based on similarity and between members of the opposite sex on complementarity and sex-role attitudes (Seyfried & Hendrick, 1973).

Byrne's attraction paradigm was put to test in a study of sex-differences in physical attractiveness by Schoedel et al. (1975) intending to know whether subjects would perceive attractive strangers of the opposite sex as possessing attitudes similar to their own. Analysis of variance yielded a significant main effect for attractiveness. In an experiment that followed, these results were upheld and seemed to support both Byrne's paradigm and Newcomb's cognitive symmetry-hypothesis.

The influence of the variable of sex in physical attractiveness preferences was explored by Feinman and Gill (1978) and the validity of stereotype beliefs about sex differences in preferences for opposite sex coloration was also tested. A sexual selection questionnaire was used to obtain likes and dislikes of large groups of male and female students for eyecolour, hair-colour and complexion colour of the opposite. Sex differences were found to exist in both likes and dislikes in all the three aspects, males showing greater preferences for darker males coloration.

Husain and Kureshi (1983) examined (a) sex differences in attraction for the opposite sex stimulus person and (b) the effect of subjects own physical attractiveness and their own self-evaluation on attraction for the opposite sex stimulus person. Male subjects showed higher attraction for the high attractive and female subjects showed higher attraction for medium attractive stimulus person. Irrespective of their own level of attractiveness and self-evaluation the male subjects showed greater liking for the high attractive stimulus person. The low attractive stimulus

person was found to be unattractive even by the similar attractive subjects. The low attractive female subjects showed a significantly higher liking for the medium attractive and low attractive male subjects, for the high attractive stimulus person.

Maret's (1983) study compared the attractiveness ratings of photographs of blacks by male and female American and Cruzans. Females rated photographs higher than did males. Photographs of females were rated higher than those of males. An interaction between culture and race of subject and sex of stimulus photographs was also evident. Male cruzans rated male photographs significantly lower than the other three subjects groups rated male and female photographs.

Mathes et al. (1985) tested the theorizing of Homes and Hatch and Symons, it was hypothesized that following puberty a negative relationship would be found between an individual's age and ratings of physical attractiveness by judges of the opposite-sex. Furthermore, the relationship would be more negative for ratings of women by men than for ratings of men by women. The negative relationship was found for ratings of women made by American men but not ratings of men by American women.

A questionnaire comprising description of different colour and types of eyes, hair, lips and face was administered on 50 male and 50 female undergraduate students, to determine the difference in the preference for the various features (colour and type) in the opposite-sex attraction; sex differences in the preferences for

the colour and type of eyes, hair, lips and face of the opposite-sex person and in the relative role of these features in attraction for other. Female subjects showed significantly different preferences for the various colour of males eyes, hair, lips and face. Male subjects showed significantly different preferences for the colour of females eyes, hair and lips. Significant differences were found to exist in the females' preferences for the various types of males eyes and hair. Male subjects showed significantly different preferences for the various type of eyes, hair, lips and face of the females. In the preferences for various colours of lips and different types of hair, lips and face sex differences were also found to exist. Male subjects' were attracted most by the female eye, followed by lips and hair, whereas female subjects did not show a preference for any of these parts in particular, rather they were attracted by the males face as a whole (Husain & Kureshi, 1986).

Kaushik and Husain (1987) investigated the significance of difference between asthenic, athletic and pyknic male and female subjects' preferences for the within-sex similar/dissimilar physique stimulus person. The main findings of the study were; (a) Significant differences were found between asthenic male and asthenic female subjects' preferences for the asthenic and athletic stimulus person and between athletic male and athletic female subjects' preferences for the similar physique stimulus

person; (b) Pyknic male and female subjects did not show preferences for the similar physique stimulus person; (c) No significant differences were found between pyknic male and female preferences for the asthenic and athletic physique stimulus person.

Chapter Three

METHODOLOGY

The methodology of the present investigation, worked out in accordance with the objectives of the study presented here includes four aspects namely, subjects, stimulus persons, procedure and testing, and data analysis.

The present study included two experiments, one relating to facial attractiveness stereotyping and the other to physique attractiveness stereotyping.

Subjects :- Subjects for each experiments were selected on the basis of facial and physique attractiveness from the A.M.U, Aligarh. The age range of the subjects was 21-25 years. Selection of male and female subjects to be related to facial and physique attractiveness separately was guided by the consideration that the relative role of facial and physique attractiveness in determining attraction in the same group of subjects involved many combinations the manipulation of which was rather difficult.

Criteria for selection of subjects:- Inorder to place the subjects in two categories they had to evaluate themselves either on the basis of three facial photographs or three silhouettes of the within-sex representing each type of physique. Subjects were also asked to evaluate themselves on the basis of their facial attractiveness on a 7-point rating scale (i.e. very attractive to very unattractive). Finally, only those subjects were selected

where there was 100% agreement between the self-ratings on the basis of matching and rating.

Initially, the investigator approached 400 male female adult students of post-graduate classes. After applying the criterion for selection of subjects, the sample size was reduced to 300 subjects, half of which were males and other half females. The group of male and female subjects were equally divided into three categories of facial attractiveness; a) High-attractive (Male = 30; Female = 30) b) Medium attractive (Male = 30; Female = 30) c) Low attractive (Male = 30, Female = 30) and three types of physique attractiveness: Asthenic (Male = 20, Female = 20) Athletic (Male = 20, Female = 20) Pyknic (Male = 20, Female = 20). The break-up of subjects with respect to the variables of sex and attractiveness is given on next page.

Stimulus Persons :- Stimulus persons were drawn from a pool of 60 individual photographs (Male: 30, Female: 30). The photographs were collected from different magazines. Six stimulus persons varying in facial attractiveness were selected for use in this study. Half the stimulus persons were women, and the other half were men. Within each sex, there was one stimulus person rated as being high, medium and low attractive, by an independent panel of judges. The photographs were in black and white, with the person facing the camera. The photographs were cut at the shoulder to minimize clothing cues.

The silhouettes of the three major types of physique- asthenic, athletic and pyknic were got redrawn by an artist

Subjects
N = 300

Male (150)		Female (150)	
Facial Attractiveness (90)		Facial Attractiveness (90)	
High (30)	Medium (30)	High (30)	Medium (30)
Physique Attractiveness (60)		Physique Attractiveness (60)	
High (20)	Medium (20)	High (20)	Medium (20)
Pyknic (20)		Pyknic (20)	
Athletic (20)		Athletic (20)	
Asthenic (20)		Asthenic (20)	
Low (30)		Low (30)	
Pyknic (20)		Pyknic (20)	

according to Kretschmer (1925) proposed dimensions which were given alongwith the silhouettes. Three stimulus persons were men and the remaining three were women. There was one male and one female silhouette representing each of the three types of physique.

Procedure and Testing :- This study was conducted in two phases. In the first phase, subjects were told that this was a test of first impression. Subjects were required to prefer one of the three photographs of the same sex which was very close to their facial attractiveness and to write 10 traits from most of least important which represented their personality.

In the second phase, of the study, subject were asked to select one photograph of the opposite-sex which attracted them most. Subjects were required to write 10 traits from most to least important which appeared to be generally found in the liked stimulus persons. The only restriction imposed on the subjects was the exclusion of any description of physical features.

The same procedure was repeated in the second experiment relating to physique attractiveness stereotyping. In the first session, subjects were asked to prefer one of the three silhouette of the same sex representing asthenic, athletic and pyknic physique which was very close to their physique. To determine subject's physique attractiveness stereotyping they were asked to write 10 traits from most to least important which represented their personality.

In the second session of the study, subjects were asked to select one silhouette of the opposite-sex which they liked most. Subjects were required to write 10 traits from most to least important which they thought were generally found in the liked stimulus persons.

Since most of the subjects failed to float 10 traits, investigator supplied a list of 110 personality trait words (Bochner & Zyl, 1985) to the subjects to facilitate their characterizing of the stereotyping of the self and others.

Data Analysis :- The data were analysed by means of chi-square test. Chi-square test was used to determine subjects' preferences for the facial attractive and physique attractive stimulus persons. Since the data was ordinal in nature, subjects' self-evaluation and others evaluation for the facial attractiveness and physique attractiveness stereotyping were presented in terms of numbers. The data are presented in Tables in the following chapter.

Chapter Four

RESULTS

The results obtained for the investigation may be presented in two major groups: Facial Attractiveness and Physique Attractiveness.

The results relating to both facial and physique attractiveness experiments included the subjects' preferences for stimulus persons' photographs and silhouettes which have been analyzed by chi-square test. Subjects' preferences for the stimulus persons are given in Tables 1, 2 and 1, 2. The values of chi-square are given in description of results.

In order to determine the facial and physique attractiveness stereotyping of the self (subjects) and others (stimulus persons), simple number have been mentioned against the traits (Facial Attractiveness: Tables, 3, 4, 5, 6, 7, 8, 9, 10; Physique Attractiveness: Tables 3, 4, 5, 6, 7, 8, 9, 10).

Facial Attractiveness

Table 1: Showing the frequency of High, Medium and Low Attractive male subject's preferences for similar-dissimilar attractive female stimulus persons.

<u>Subjects</u>	<u>Stimulus Persons Preferred</u>		
	<u>High Attractive</u>	<u>Medium Attractive</u>	<u>Low Attractive</u>
High Attractive (N = 30)	25	5	0
Medium Attractive (N = 30)	15	15	0
Low Attractive (N = 30)	7	13	10

.

Table 2: Showing the frequency of High, Medium and Low Attractive female subject's preferences for similar - dissimilar attractive male stimulus persons.

<u>Subject</u>	<u>Stimulus Persons Preferred</u>		
	<u>High Attractive</u>	<u>Medium Attractive</u>	<u>Low Attractive</u>
High Attractive (N = 30)	15	15	0
Medium Attractive (N = 30)	10	20	0
Low Attractive (N = 30)	7	23	0

Table 3: Male Subjects' Self-evaluation

High Attractive (N=30)		Medium Attractive (N=30)		Low Attractive (N=30)	
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
↗ Honest	25	Simple	24	↗ Intelligent	28
↘ Sociable	24	Helpful	22	Simple	26
↘ Ambitious	22	Sincere	24	Independent	25
↗ Intelligent	20	Cooperative	21	Competitive	23
Kind	20	Adjusted	20	Traditional	23
Loving	20	Good Behaviour	20	Straight-forward	22
Cheerful	19	↗ Honest	20	Reserved	20
Friendly	18	Self-confident	19	Serious	20
Popular	15	↘ Ambitious	18	Sensitive	19
Adjusted	14	Courteous	18	Obedient	18
Modern	13	Conservative	17	Cooperative	17
Sensitive	13	↗ Intelligent	17	Moral	17
Humerous	12	Frank	16	Hostile	15
Liked	12	Humerous	16	Adjusted	15
Capable	10	↘ Sociable	15	Inferior	12
Cooperative	10	Friendly	15		
Broadminded	9				
Trustful	9				
Helpful	8				
Serious	7				

Table 4: Female Subjects' Self-evaluation

High Attractive (N=30)		Medium Attractive (N=30)		Low attractive (N=30)	
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Talkative	25	Adjusted	26	Intelligent	26
Intelligent	23	Submissive	25	Sympathetic	26
Loving	22	Charming	24	Adjusted	25
Popular	22	Polite	22	Independent	23
Broadminded	20	Intelligent	22	Faithful	22
Frank	20	Cooperative	20	Rigid	21
Sensitive	20	Tolerant	20	Active	20
Sociable	18	Simple	19	Cooperative	20
Kind	17	Talkative	19	Simple	20
Adjusted	16	Homely	18	Sensitive	19
Ambitious	15	Cheerful	16	Reserved	18
Arrogant	15	Friendly	15	Conservative	17
Competitive	14	Humble	15	Moral	15
Tolerant	13	Cultured	14	Aggressive	14
Imaginative	12	Sensitive	14	Practical	14
Humorous	10	Conservative	11		
Loyal	10				
Hospitable	8				

Facial Attractiveness Stereotyping of Males for Females

Table 5:

High Att. —	High Att. (N=25)	High Att. —	Med. Att. (N=5)
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Cheerful	20	Charming	5
Intelligent	19	Cooperative	4
Cultured	18	Creative	4
Charming	18	Faithful	4
Kind	18	Loving	4
Broadminded	18	Submissive	4
Sincere	18	Sociable	4
Friendly	17	Adaptable	3
Frank	17	Frank	3
Cooperative	16	Friendly	3
Faithful	15	Intelligent	3
Loving	15	Kind	3
Sociable	15	Sophisticated	3
Adaptable	14	Talkative	3
Sophisticated	12		

Table 6:

Medium Att. — Med.Att. (N=15)		Medium Att. — High Att. (N=15)	
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Adjusted	12	Charming	13
Faithful	12	Broadminded	12
Good Behaviour	12	Friendly	12
Intelligent	11	Popular	12
Loving	11	Sociable	12
Loyal	10	Frank	11
Reserved	10	Loving	11
Simple	10	Talkative	11
Sincere	10	Artistic	10
Submissive	10	Cooperative	10
Respectful	9	Extravert	10
Sensitive	9	Liberal	9
Conservative	8	Poised	9
Helpful	8	Good Behaviour	8
Quiet	8		

Table 7:

Low Att. — Low Att. (N=10)		Low Att. — Med.Att. (N=13)		Low Att. — High Att. (N=7)	
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Helpful	8	Intelligent	11	Cheerful	5
Introvert	8	Adjusted	10	Frank	5
Simple	8	Domestic	10	Popular	5
Cooperative	7	Faithful	10	Romantic	5
Courteous	7	Sincere	10	Sociable	5
Creative	7	Cooperative	9	Sophisticated	5
Faithful	7	Respectful	9	Talkative	5
Obedient	7	Simple	9	Warm	5
Serious	7	Well-mannered	8	Ambitious	4
Submissive	7	Conservative	7	Arrogant	4
Domestic	6	Cultured	7	Broadminded	4
Shy	6	Dependent	7	Intelligent	4
Laborious	5	Shy	7	Loving	4
Sensitive	5	Kind	6	Showoff	4
Tolerant	5	Efficient	5	Loyal	3
		Sensitive	5	Poised	3

Facial Attractiveness Stereotyping of Females for Males

Table 8:

High Att. —	High Att. (N=15)	High Att. —	Med.Att. (N=15)
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Intelligent	13	Adjusted	13
Sociable	12	Good Behaviour	12
Loving	11	Helpful	12
Modern	11	Intelligent	12
Cultured	10	Reliable	11
Faithful	10	Cooperative	10
Friendly	10	Cultured	10
Helpful	10	Disciplined	10
Farsighted	9	Honest	10
Popular	9	Faithful	10
Romantic	9	Simple	10
Ambitious	8	Submissive	9
Cooperative	8	Independent	8
Humerous	8	Traditional	7
Sincere	7	Methodological	6
Frank	5		

Table 9:

Med.Att. —	Med.Att. (N=20)	Med.Att. —	High Att. (N=10)
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Cooperative	15	Adjusted	8
Cultured	15	Creative	8
Honest	15	Friendly	8
Adjusted	14	Cheerful	7
Conservative	14	Cooperative	7
Obliging	13	Intelligent	7
Respectful	13	Liberal	7
Reserved	12	Loving	7
Responsible	12	Sociable	7
Loyal	11	Frank	6
Serious	11	Polite	6
Emotional	10	Popular	6
Impressive	10	Submissive	6
Moral	10	Courteous	5
Sincere	9	Faithful	5
Creative	8		
Good Behaviour	8		

Table 10:

Low Att. ———	Med.Att. (N=23)	Low Att. ———	High Att. (N=7)
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Honest	20	Broadminded	6
Sympathetic	20	Friendly	6
Adjusted	19	Responsible	6
Good Behaviour	18	Sociable	6
Sincere	18	Competitive	5
Kind	17	Happy	5
Friendly	16	Helpful	5
Intelligent	15	Intelligent	5
Simple	15	Loving	5
Cooperative	14	Popular	5
Traditional	13	Sensitive	5
Cheerful	12	Liberal	4
Helpful	12	Proud	4
Obliging	11	Dominant	3
Reserved	10		

Physique Attractiveness

Table 1: Showing the frequency of Asthenic, Athletic and Pyknic male subjects' preferences for similar-dissimilar silhouette of female stimulus persons.

<u>Subjects</u>	<u>Stimulus Persons Preferred</u>	
	<u>Asthenic</u>	<u>Athletic</u>
Asthenic (N=20)	15	5
Athletic (N=20)	8	12
Pyknic (N=20)	10	10

Table 2: Showing the frequency of Asthenic, Athletic, and Pyknic female subjects' preferences for similar-dissimilar silhouette of male stimulus persons.

<u>Subjects</u>	<u>Stimulus Persons Preferred</u>	
	<u>Asthenic</u>	<u>Athletic</u>
Asthenic (N=20)	10	10
Athletic (N=20)	5	15
Pyknic (N=20)	6	14

Table 3: Male Subjects' Self-evaluation

Asthenic (N=20)		Athletic (N=20)		Pyknic (N=20)	
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Intelligent	17	Courageous	16	Sociable	17
Cultured	16	Helpful	16	Friendly	16
Sensitive	15	Laborious	15	Cheerful	15
Sincere	15	Straight Forward	15	Humerous	15
Submissive	15	Warm	15	Polite	15
Courteous	14	Authoritarian	14	Obedient	14
Loyal	14	Sociable	14	Talkative	14
Sociable	14	Aggressive	13	Easygoing	13
Cooperative	13	Competitive	13	Loving	13
Reserved	13	Responsible	13	Loyal	13
Weak	12	Active	12	Submissive	12
Ambitious	11	Independent	12	Well mannered	12
Quiet	11	Friendly	11	Responsible	11
Cold	10	Intelligent	11	Courteous	10
Obedient	10		10	Lazy	10

Table 4: Female Subjects' Self-evaluation

Asthenic (N=20)		Athletic (N=20)		Pyknic (N=20)	
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Adjusted	16	Active	17	Loving	16
Cultured	16	Competitive	16	Talkative	16
Ambitious	15	Independent	16	Frank	15
Friendly	15	Charming	15	Friendly	15
Talkative	15	Cooperative	15	Happy	15
Active	14	Sincere	15	Adjusted	14
Artistic	14	Helpful	14	Good Behaviour	14
Sociable	14	Popular	14	Popular	14
Charming	13	Sociable	14	Humerous	13
Submissive	13	Broadminded	13	Loyal	13
Courteous	12	Powerful	12	Cooperative	12
Polite	12	Adjusted	10	Poised	12
Loving	11	Impulsive	10	Courteous	11
Efficient	10	Talkative	10	Cold	10
Fashionable	10	Assertive	9	Dull	10

Physique Attractiveness Stereotyping of Males for Females

Table 5:

Asthenic — Asthenic (N=15)		Asthenic — Athletic (N=5)	
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Adjusted	15	Cooperative	5
Simple	14	Courageous	5
Domestic	12	Kind	5
Intelligent	12	Active	4
Loving	12	Sociable	4
Cooperative	11	Straight Forward	4
Tolerant	11	Sympathetic	4
Charming	10	Warm	4
Loyal	10	Frank	3
Submissive	10	Impulsive	3
Friendly	9	Laborious	3
Soft spoken	9	Proud	3
Ambitious	8	Sensitive	3
Quiet	7		

Table 6:

Athletic	—	Athletic (N=12)	Athletic	—	Asthenic (N=8)
<u>Trait</u>		<u>n</u>	<u>Trait</u>		<u>n</u>
Athletic		12	Adjusted		8
Laborious		12	Trustful		8
Adjusted		10	Domestic		7
Ambitious		10	Good Behaviour		7
Charming		10	Kind		7
Courteous		10	Responsible		7
Competitive		9	Tolerant		7
Independent		9	Intelligent		6
Sociable		9	Simple		6
Aggressive		8	Sincere		6
Courageous		8	Submissive		6
Good Behaviour		7	Committed		5
Sensitive		6			

Table 7:

Pyknic —	Athletic (N=10)	Pyknic —	Asthenic (N=10)
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Charming	10	Loyal	10
Competitive	10	Cultured	9
Artistic	9	Intelligent	9
Loving	9	Adjusted	8
Friendly	8	Cooperative	8
Sociable	8	Sophisticated	8
Talkative	8	Submissive	8
Ambitious	7	Active	7
Efficient	7	Courteous	7
Liberal	7	Obedient	6
Laborious	6	Polite	6
Romantic	6	Kind	5
Aggressive	5	Reserved	5
		Domestic	4

Physique Attractiveness Stereotyping of Females for Males

Table 8:

Asthenic	—	Asthenic (N=10)	Asthenic	—	Athletic (N=10)
<u>Trait</u>		<u>n</u>	<u>Trait</u>		<u>n</u>
Adjusted		8	Active		8
Good Behaviour		8	Ambitious		8
Loving		8	Bold		8
Sincere		8	Competitive		8
Cooperative		7	Helpful		7
Cultured		7	Independent		7
Faithful		7	Laborious		7
Intelligent		7	Popular		7
Submissive		7	Broadminded		6
Alert		6	Liberal		6
Conventional		6	Optimistic		6
Tolerant		6	Practical		6
Dutiful		5	Sensitive		6
Loyal		5	Dominant		5
Self-Controlled		5	Powerful		5

Table 9:

Athletic	—	Athletic (N=15)	Athletic	—	Asthenic (N=5)
<u>Trait</u>		<u>n</u>	<u>Trait</u>		<u>n</u>
Efficient		13	Adjusted		5
Adventureous		12	Cooperative		5
Straight Forward		12	Tolerant		5
Active		11	Active		4
Honest		11	Cold		4
Authoritarian		10	Courteous		4
Friendly		10	Faithful		4
Helpful		10	Loyal		4
Moral		9	Obliging		3
Warm		9	Quiet		3
Emotional		8	Reserved		3
Intolerant		8	Simple		3
Powerful		8	Sophisticated		3
Laborious		7			
Romantic		7			
Successful		5			

Table 10:

Pyknic —	Athletic (N=14)	Pyknic —	Asthenic (N=6)
<u>Trait</u>	<u>n</u>	<u>Trait</u>	<u>n</u>
Friendly	12	Adjusted	5
Active	11	Cultured	5
Sociable	11	Faithful	4
Competitive	10	Frank	4
Dominant	10	Good Behaviour	4
Popular	10	Helpful	4
Courageous	9	Loving	4
Charming	8	Sincere	4
Frank	8	Sophisticated	4
Loyal	8	Happy	3
Optimistic	8	Loyal	3
Warm	8	Obedient	3
Bold	7	Reserved	3
Modern	7	Sincere	3
Powerful	7	Weak	3
Proud	6	Moral	2
		Polite	2

Chapter Five

DISCUSSION AND CONCLUSION

The results have been described and discussed in this chapter under two major heads - Facial Attractiveness, Physique Attractiveness. The results obtained for facial and physique attractiveness stereotyping are discussed here in accordance with the objectives of the present study.

Facial Attractiveness :

The critical value for chi-square test at the .05 level of significance was 9.49. The observed value of chi-square test was 29.53, for 4 df, which exceeds the critical value of 5.99 and was beyond the critical value for a test at the .001 level. This finding indicate that the preferences of high, medium, and low attractive male subjects were different for similar-dissimilar attractive female stimulus persons. The observed value of chi-square test, was 4.68, for 2 df, exceeds the critical value of 4.60 at the .10 level of significance. The data indicate that the preferences of high, medium and low attractive female subjects were different for high and medium attractive male stimulus persons.

The value of chi-square ($\chi^2 = 7.5$, $df = 1$, $p < .01$) was significant indicating thereby, that there was difference between high attractive male and female in preferences for the high and medium attractive stimulus persons. The observed value of

chi-square ($X^2 = 1.71$, $df = 1$, $p > .05$) was not significant and there was no evidence that the table entries really vary from expectations, i.e. medium attractive male and female subjects did not differ significantly in their preferences for the high and medium attractive stimulus persons. Low attractive male and female subjects differ significantly in their preferences for the high, medium, and low attractive stimulus persons ($X^2 = 10.34$, $df = 2$, $p < .01$).

High, medium and low attractive male as well as female subjects perceived themselves as adjusted as intelligent. High, medium and low attractive males perceived the common traits - Broadminded, Frank, loving and social - in high attractive stimulus persons. Medium attractive stimulus person was perceived as intelligent and faithful by high, medium, and low attractive male subjects. High, medium, and low attractive female subjects perceived the high attractive male stimulus person as friendly, intelligent, loving, popular and sociable. Adjusted and cooperative were the characteristics perceived by high, medium and low attractive female subjects in medium attractive male stimulus person.

Both high and medium attractive male subjects had similar perception for themselves on nine traits viz - adjusted, ambitious, cooperative, friendly, helpful, honest, humorous, intelligent and sociable. High as well as low attractive male subjects perceived themselves similarly on sensitive, cooperative, serious, intelligent and adjusted traits. Simple, cooperative, intelligent

and adjusted traits were similarly perceived by both medium attractive and low attractive male subjects for themselves.

Adjusted, intelligent and sensitive traits were similarly perceived by high, medium and low attractive female subjects for themselves. In addition to these, high and medium attractive female subjects perceived themselves as tolerant and talkative, and medium and low attractive subjects perceived themselves similarly as cooperative, simple, and conservative.

High attractive male as well as female subjects perceived themselves similarly on adjusted, ambitious, broadminded, humorous, intelligent, kind, loving, popular sensitive and sociable. Both medium attractive male and female subjects perceived themselves as adjusted, cooperative, conservative, friendly, intelligent and simple. The low attractive male and female subjects in their self-evaluation attached similar importance for intelligent, independent, simple, cooperative, sensitive, reserved and moral traits.

High attractive and medium attractive male subjects perceived high attractive female stimulus persons similarly as cooperative, friendly, sociable, frank, broadminded, charming and loving. High attractive female stimulus persons was perceived by high and low attractive male subjects as sociable, broadminded, frank, sophisticated, cheerful, intelligent and loving. High attractive female stimulus persons was similarly perceived as sociable, frank, broadminded, talkative, poised, popular and loving by both medium and low attractive male subjects.

High attractive and medium attractive male subjects perceived the medium attractive female stimulus persons similarly as intelligent, faithful, sincere, loving, and submissive. Cooperative, intelligent, kind and faithful were the characteristics perceived similarly by high and low attractive male subjects in medium attractive female stimulus person. Medium and low attractive male subjects had similar perceptions of the characteristics namely, adjusted, simple, sincere, intelligent, sensitive, faithful, respectful, and conservative in medium attractive female stimulus person.

One of the intriguing observation is that the low attractive male subjects showed ~~showed~~ preference for the similar attractive female stimulus person, vis-vis-perceived fifteen traits.

High attractive and medium attractive female subjects perceived the high attractive male stimulus person as intelligent, loving, friendly, faithful, sociable, popular, and frank. High attractive male stimulus person was perceived by high and low attractive female subjects as intelligent, loving, friendly, faithful, sociable, popular and frank. Medium and low attractive female subjects perceived the high attractive male stimulus person as friendly, sociable, loving, liberal, intelligent, and popular.

High and medium attractive female subjects had similar perceptions of the characteristics - adjusted, cooperative, intelligent, faithful, and submissive in medium attractive male

stimulus person. Medium attractive male stimulus person was perceived by high and low attractive female subjects as cooperative, adjusted, good behaviour simple, intelligent, helpful, honest, and traditional. Medium attractive male stimulus person was similarly perceived as adjusted, cooperative, reserved, honest, obliging, good behaviour, and sincere, by both medium and low attractive females.

Both male and female high attractive subjects, perceived the high attractive stimulus persons of the opposite sex as intelligent, loving, friendly, cultured, sincere, faithful, sociable and frank. Medium attractive male as well as female subjects had similar perception of the characteristics namely, cooperative, friendly, sociable, loving, liberal, popular and frank in high attractive stimulus persons. On sociable, broad-minded, intelligent and loving traits, both male and female low attractive subjects had similar perceptions for the high attractive stimulus persons.

Medium attractive stimulus persons were similarly perceived as cooperative, intelligent, faithful, submissive and cultured by both male and female high attractive subjects, perception of similarity existed between male and female medium attractive subjects for medium attractive stimulus persons on some traits-adjusted, good behaviour, sincere, respectful, conservative, loyal, and reserved. Male as well as female low attractive subjects perceived similarly the medium attractive stimulus persons of the opposite sex as adjusted, simple, intelligent, cooperative, sincere, and kind.

Physique Attractiveness:

The value of chi-square for 2 df and at .10 level of significance was 5.23. On the basis of the results it is observed that the silhouette of stimulus persons were interrelated. The observed value of chi-square was insignificant (i.e. $X^2 = 3.05$) for 2 df and at .05 level of significance. This finding indicates that the preferences of asthenic, athletic, and pyknic female subjects were not different for asthenic and athletic male stimulus persons. No sex differences existed between asthenic male and female ($X^2 = 2.66$, $df = 1$, $p > .05$) athletic male and female ($X^2 = 1.02$, $df = 1$, $p > .05$) and pyknic male and female ($X^2 = 1.66$, $df = 1$, $p > .05$) subjects' preferences for the opposite-sex stimulus persons.

Adjusted and talkative were the characteristics perceived by the asthenic, athletic, and pyknic female subjects in themselves. However, sociable was only the common trait perceived by asthenic, athletic and pyknic male subjects.

Asthenic, athletic and pyknic male subjects perceived the asthenic female stimulus person as adjusted, intelligent and submissive, and athletic female stimulus person as sociable and laborious. Asthenic male stimulus person possess certain traits adjusted, faithful and loyal as perceived by asthenic, athletic, and pyknic female subjects. Active and powerful were the traits perceived by asthenic, athletic and pyknic females in athletic male stimulus person.

The asthenic and athletic male subjects perceived themselves as intelligent and sociable whereas the female asthenic

and athletic subjects perceived themselves as adjusted, talkative, active, sociable and charming. The asthenic and pyknic male subjects perceived similarly on courteous, sociable, loyal, and obedient. The asthenic and pyknic female subjects perceived themselves as friendly, adjusted, talkative, loving and courteous. On sociable, responsible and friendly traits both the athletic and pyknic male subjects rated themselves similarly. The athletic and pyknic female subjects in their self-evaluation gave the same weightage to traits: cooperative, popular, adjusted and talkative.

Both the asthenic male and female subjects perceived themselves similarly as cultured, submissive, courteous, sociable and ambitious. Perception of similarity existed between athletic male and female subjects for themselves on helpful, sociable, competitive, active and independent. The pyknic male as well as female subjects perceived themselves similarly on friendly, humorous, talkative, loving, loyal and courteous.

The asthenic and athletic male subjects perceived the asthenic female stimulus persons as adjusted, simple, submissive, domestic, tolerant, and intelligent. That is, similarity existed between asthenic and athletic male subjects in the perception of asthenic female stimulus persons on these stereotypes. Adjusted, cooperative, loyal, intelligent and submissive were the characteristics perceived similarly by asthenic and pyknic male subjects in asthenic female stimulus persons. Athletic and pyknic male subjects had similar perceptions of the characteristics namely,

adjusted, kind, submissive, and intelligent in the asthenic stimulus persons.

Courageous, sociable, laborious and sensitive traits were similarly perceived by asthenic and athletic male subjects in athletic female stimulus persons. On 'sociable', and 'laborious' traits similarity existed between asthenic and pyknic male subjects in the perception of athletic female stimulus persons. The athletic and pyknic males perceived the athletic females similarly on charming, laborious, ambitious, competitive, sociable and aggressive.

Asthenic male stimulus persons was perceived by asthenic and athletic subjects as adjusted, faithful, cooperative, tolerant, and loyal. The Asthenic and pyknic female subjects perceived the asthenic male stimulus persons as adjusted, cultured, good-behaviour, sincere, loving, submissive faithful and loyal. On adjusted, faithful, loyal, sophisticated and reserved traits, asthenic male stimulus persons was similarly perceived by athletic and pyknic subjects.

The asthenic and athletic female subjects perceived similarly laborious, active, helpful, and peaceful. The athletic male stimulus person was perceived by asthenic and pyknic female subjects as bold, competitive, active, popular, optimistic, dominant, and peaceful. The perception of similarity existed between athletic and pyknic female subjects on active, friendly, warm, and powerful for the athletic male stimulus persons.

Both male and female asthenic subjects perceived the asthenic stimulus persons of the opposite sex as adjusted, loving, intelligent, submissive, cooperative, tolerant and loyal. On adjusted, tolerant, and simple similarity existed between male and female athletic subjects in the perception of asthenic stimulus persons. Male as well as the female pyknic subjects perceived the asthenic stimulus persons as adjusted, cultured, sophisticated, reserved, loyal, submissive and polite.

The athletic stimulus persons of the opposite sex were similarly perceived as active, laborious and sensitive, by both male and female asthenic subjects. On 'active' and laborious' traits both male and female athletic subjects had similar perception for the athletic stimulus persons. The perception of similarity existed between male and female pyknic subjects for athletic stimulus persons on friendly sociable, competitive and charming traits.

Consistent with Husain and Kureshi's (1982, 1983) findings, both facial and physique attractiveness served as significant predictors for both male and female subjects' attractiveness. The findings of the present study depart from an earlier study in one respect i.e. the low attractive male subjects showed preferences for the low attractive female stimulus person. In addition, both the high and medium attractive male and female subjects and asthenic and athletic male and female subjects preferred stimulus persons similar to their own face and physique. These findings indicated

that perceivers' physical attractiveness were related to preceived attractiveness. Furthermore, there was evidence that low attractive male and female subjects showed higher liking for the medium attractive stimulus person than the low and high attractive stimulus persons. Similarly, pyknic male and female subjects showed higher liking for the athletic than for the asthenic silhouette of the opposite-sex stimulus persons. These findings attest the proposed hypothesis "What is liked is good". The current study provides further evidence that the subjects perceived physical appearance a purely gestalt phenomenon.

CONCLUSIONS: Some important conclusions that may be drawn from the findings may be:

1. Low attractive male subjects showed their preferences for the similar attractive stimulus person of the opposite sex, whereas the low attractive female subjects did not show any preference for the low attractive male stimulus person.
2. Pyknic male as well as pyknic female subjects did not show any preference for the pyknic silhouette of the opposite-sex.
- 3 There was greater similarity in stereotyping for both facial and physique attractiveness between the liked stimulus persons.
- 4 Perceivers facial and physical attractiveness stereotyping seemed to have little to do with the perception of stereotyping of the liked stimulus persons.

- 5 Similarity in stereotyping in respect of self-evaluation was of a markedly low order among the subjects belonging to facial and physique attractive groups.
- 6 Both in self and others evaluations male and female subjects of facial and physique attractiveness groups made greater use of the provided list of characteristics than introducing characteristics on their own.

Suggestions for further research :

- 1 An important outcome of the present study is that it underlines the need for further research to determine the relative role of facial and physique attractiveness in overall attractiveness.
- 2 The findings, by and large, confirmed the hypothesis as advanced in this investigation. The applicability of our hypothesis - "What is liked is good" to stereotyping in general tends to open up an important avenue for future research.
- 3 This study suggests that the hypothesis is also applicable to dissimilar facial and physique attractive stimulus persons who have positive or negative characteristics. The results of the present study have for the first time revealed that the stereotypes may sometimes lead to more favourable evaluations even on the dissimilar individuals. The process underlying this hypothesis is likely to operate in the same manner among other populations.
- 4 It is important for future research to assess the physical attractiveness stereotyping - not only of liked stimulus person but also of the disliked stimulus persons.

- 5 Self-other evaluations for traits representing the facial and physique attractiveness stereotyping may also be done following the rating method to obtain the desirability of traits.
- 6 Our experience of the study suggests that since the constitutional types has generally kept aside a large number of subjects, making it difficult for any investigator to find out subjects of these 'pure' types "asthenic, athletic, and pyknic", the left out ones falling between the categories (intermediary) should also be included in future studies not only to ensure facility of sampling out but also to turn to subjects who have generally been left out in most of the studies of body-build.

Chapter Six

SUMMARY

Chapter One contains the detailed account of the concept of stereotyping in the form of definition, view point of Social Psychologists, advantages and disadvantages. Physical attractiveness phenomenon and issues relating to the assessment of attractiveness have also been discussed. Apart from the aforesaid factors chapter one takes into account the physical attractiveness stereotype and the methodological weakness and features relating to physique attractiveness. The significance of the present study were highlighted in terms of four issues concerning physical attractiveness stereotyping research. The first issue was concerned with assessment of stereotype. The second issue was related to the similarity between physical attractiveness stereotyping of the self and stereotyping of others and the similarity of stereotyping between the liked stimulus persons. The third issue was about determining similarity in stereotyping between high, medium and low attractive male and female subjects' self-evaluation and others' evaluation, and between asthenic, athletic and pyknic male and female subjects' self-evaluation and others evaluation. The fourth issue was concerned mainly with the hypothesis "what is liked is good", based on physical attractiveness stereotyping.

The present study precisely sought to determine:

- High, medium and low attractive male subjects' preferences for the high, medium and low attractive female stimulus persons.
- High, medium and low attractive female subjects' preferences for the high, medium and low attractive male stimulus persons.
- Asthenic, athletic and pyknic male subjects' preferences for the asthenic, athletic and pyknic female stimulus persons.
- Asthenic, athletic and pyknic female subjects' preferences for the asthenic, athletic and pyknic male stimulus persons.
- The significance of difference between high attractive male and female, medium attractive male and female, and low attractive male and female subjects' preferences for the similar - dissimilar facial attractive stimulus persons.
- The significance of difference between asthenic male and asthenic female, athletic male and athletic female, and pyknic male and pyknic female subjects' preferences for the similar-dissimilar physique stimulus persons.
- Similarity in stereotyping among high, medium, and low attractive male and female subjects' self-evaluation.
- Similarity in stereotyping among asthenic, athletic, and pyknic male and female subjects' self-evaluation.
- Similarity in stereotyping between high and medium, high and low, and medium and low attractive male and female subjects' self-evaluation.

- Similarity in stereotyping between asthenic and athletic, asthenic and pyknic and athletic and pyknic male and female subjects' self-evaluation.
- Similarity in stereotyping between high attractive male and female medium attractive male and female and low attractive male and female subjects' self-evaluation.
- Similarity in stereotyping between asthenic male and female, athletic male and female, and pyknic male and female subjects' self-evaluation.
- Similarity in stereotyping among high, medium and low attractive male and female subjects' evaluation for the similar-dissimilar facial attractive liked stimulus persons.
- Similarity in stereotyping among asthenic, athletic and pyknic male and female subjects' rating for the similar-dissimilar physique attractive liked stimulus persons.
- Similarity in stereotyping between high and medium, high and low, and low and medium attractive male and female subjects' evaluation for the similar-dissimilar facial attractive liked stimulus persons.
- Similarity in stereotyping between asthenic and athletic, asthenic and pyknic and athletic and pyknic male and female subjects' evaluation for the similar - dissimilar physique attractive liked stimulus persons.

Chapter Two entitled as " Review of Literature " covers empirical studies on (a) Physical (Facial and Physique) attractiveness and liking, (b) Body parts and attraction, (c) Physical

(Facial) attractiveness stereotyping, (d) Physical (Physique) attractiveness stereotyping, and (e) Sex differences in Physical (Facial and Physique) attractiveness. Studies conducted in India were also reviewed under the appropriate head.

The chapter on methodology includes description of subjects, stimulus persons, procedure and testing, and data analysis. The present investigation included two separate studies, one relating to facial attractiveness stereotyping and the other to physique attractiveness stereotyping. Subjects for both the studies were selected on the basis of facial and physique attractiveness from the post-graduate classes of A.M.U., Aligarh. The age range of the subjects was 21-25 years. One hundred eighty students served as subjects for facial attractiveness stereotyping study. Of these, 90 were male and 90 were female students. The subjects were further split in terms of facial attractiveness (High Attractive : Male = 30, Female = 30, Medium Attractive : Male = 30, Female = 30, Low Attractive: Male = 30, Female = 30). 60 male and 60 female students served as subjects for another study relating to physique attractiveness. The subjects were further divided in terms of physique (Asthenic : Male = 20, Female = 20, Athletic: Male = 20, Female = 20, Pyknic: Male = 20, Female = 20)

Three stimulus persons of male and three stimulus persons of female in the form of photograph were used in this study. Within each sex, there was one stimulus person rated as being high, medium and low attractive by an independent panel of judges. Three silhouette of male and three silhouette of female stimulus persons

representing to three types of physique were employed for studying physique attractiveness.

This study was conducted in two sessions. The first session, was meant for self-evaluation and the second session, was meant for others' evaluation in both the experiments. The data were analyzed by means of chi-square test. Subjects' self-evaluation and others evaluation for the facial and physique attractiveness stereotyping were presented in terms of numbers.

The data analyzed by means of chi-square test and simple numbers were presented in 20 Tables. The data based on facial attractiveness stereotyping and physique attractiveness stereotyping were given under two heads. The main findings of the study were:

- (1) Male as well as female subjects of high, medium and low attractiveness showed significantly higher liking for the similar-dissimilar stimulus persons of the opposite-sex.
- (2) High attractive male and female subjects differed significantly in their preferences for the high and medium attractive stimulus persons.
- (3) Significant differences were found to exist between low attractive male and female subjects in preferences for the high, medium, and low attractive stimulus persons.
- (4) Low attractive male subjects showed their preferences for the similar attractive stimulus persons of the opposite-sex whereas the low attractive female subjects did not show any preference for the low attractive male stimulus person.

- (5) The preference of asthenic, athletic, and pyknic male subjects do not differ significantly for the asthenic and athletic female stimulus persons.
- (6) The preferences of asthenic, athletic and pyknic female subjects were not found to be different for the asthenic and athletic male stimulus persons.
- (7) No sex differences existed between asthenic male and female, athletic male and female, and pyknic male and female subjects' preferences for the asthenic and athletic opposite-sex stimulus persons.
- (8) Pyknic male as well as pyknic female subjects did not show any preference for the pyknic silhouette of the opposite-sex.
- (9) Both the high and medium attractive male and female subjects, and asthenic and athletic male and female subjects preferred stimulus persons similar to their own face and physique.
- (10) Low attractive male and female subjects showed higher liking for the medium attractive stimulus persons. Pyknic male and female subjects showed higher liking for the athletic stimulus persons.
- (11) Similarity in stereotyping in respect of self-evaluation was of a markedly low order among the subjects belonging to facial and physique attractive groups.
- (12) There was greater similarity in stereotyping for both facial and physique attractiveness between the liked stimulus persons.

- (13) Perceivers' facial and physique attractiveness stereotyping seemed to have little to do with the perception of stereotyping of the liked stimulus persons.

The results were described and discussed (Chapter Five), mainly in terms of the findings of earlier Indian studies and the proposed hypothesis - "what is liked is good" for both facial and physique attractiveness stereotyping.

REFERENCES

- Adams, G.R., & Huston, T.L. (1975). Social perception of middle-aged persons varying in physical attractiveness. Developmental Psychology, 11, 657-658.
- Ashmore, R.D., & Del Boca, F.K. (1979). Sex stereotypes and implicit personality theory: Toward a cognitive social psychological conceptualization. Sex Roles, 5, 219-248.
- Berkowitz, W.R., Nobel, J.C., & Reitman, J.C. (1971). Height and interpersonal attraction: Proceedings of the 79th Annual Convention of the American Psychological Association, 6, 281-282.
- Berscheid, E., & Walster, E. (1974). Physical attractiveness. In L. Berkowitz (Ed.) Advances in experimental social psychology (Vol.7, pp. 157-215), New York: Academic Press.
- Biller, H.B., & Liebman, D.A. (1971). Body build, Sex-role preference, and sex-role adoption in junior high school boys. Journal of Genetic Psychology, 118, 81-86.
- Bochner, S., & Zyl, T.V. (1985). Desirability Rating of 110 Personality Trait words. Journal of Social Psychology, 125, 459-465.
- Brigham, J.C. (1971). Racial stereotypes, attitudes and evaluations of and behavioural intentions towards negroes and whites. Sociometry, 34, 360-380.
- Brigham, J.C. (1973). Ethnic stereotypes and attitudes: A different mode of analysis. Journal of Personality, 41, 206-223.

- Brown, T.A., Cash, T.F., & Noles, S.W. (1986). Perception of Physical Attractiveness among college students: Selected determinants and methodological matters. The Journal of Social Psychology, 126, 305-316.
- Byrne, D., London, O., & Reeves, K. (1968). The effects of physical attractiveness, sex and attitude similarity on interpersonal attraction. Journal of Personality, 36, 259-271.
- Cash, T.F. (1981). Physical attractiveness: An annotated bibliography of theory and research in the behavioural sciences. JSAS Catalog of Slected Documents in Psychology, 11, Ms.2370.
- Cash, T.F. (1985). The impact of grooming style on the evaluation of women in management, In M.Solomon (Ed.), The Psychology of fashion: From conception to consumption (pp. 343-355). Lexington, MA:D.C.Health (Lexington Press).
- Cash, T.F., & Duncan, N.C. (1984). Physical attractiveness stereotyping among black American college students. Journal of Social Psychology, 122, 71-77.
- Cash, T.F., & Janda, L.H. (1984). The eye of the beholder. Psychology Today, pp. 46-52.
- Cash, T.F., & Trimer, C. (1984). Sexism and beautyism in women's evaluations of peer performance. Sex Roles, 10, 87-98.
- Child, I.L. (1950). The relation of somatotype to self ratings on Sheldon's temperamental traits. Journal of Personality, 18, 440-455.
- Deaux, K., & Lewis, L.L. (1984). Structure of gender stereotypes; Interrelationships among components and gender label. Journal of Personality and Social Psychology, 46, 991-1004.

- Dermer, M., & Thiel, D.L. (1975). When beauty may fail ?
Journal of Personality and Social Psychology, 31,
1168-1176.
- Dion, K.K. (1986). Stereotyping based on physical attractiveness:
Issues and conceptual perspectives. In C.P. Herman,
M.P. Zanna, & E.T. Higgins (Eds.) Appearance, stigma,
and social behaviour: The ontario Symposium on
Personality and Social Psychology (Vol.3, pp. 7-21).
Hillsdale, N.J. Erlbaum.
- Dion, K.K., Berscheid, E., & Walster, E. (1972). What is beautiful
is good. Journal of Personality and Social Psychology,
24, 285-290.
- Dion, K.L., & Dion, K.K. (1987). Belief in a Just World and
Physical Attractiveness Stereotyping. Journal of
Personality and Social Psychology, 52, 775-780.
- Ellis, R.J., Olson, J.M., & Zanna, M.P. (1983). Stereotypic
personality inferences following objective versus
subjective judgements of beauty. Canadian Journal of
Behavioural Science, 15, 35-42.
- Feinman, S., & Gill, G.W. (1978). Sex differences in physical
attractiveness preferences. Journal of Social Psychology,
105, 43-52.
- Feldman, S.D. (1971). The presentation of Shortness in very day
life-height and heightism in American Society: towards
a sociology of Stature. Paper presented at the meetings
of the American Sociological Association, 1971.
- Gillen, B. (1981). Physical attractiveness as a determinant of
two types of goodness. Personality and Social Psychology
Bulletin, 7, 277-281.

- Gitter, A.G., Lomranz, J., & Saxe, L. (1982). Factors affecting perceived attractiveness of male physiques by American and Israeli Students. Journal of Social Psychology, 118, 167-175.
- Gitter, A.G., Lomranz, J., Saxe, L. & Bart-Tal. (1983). Perception of female physique characteristics by American and Israeli Students. Journal of Social Psychology, 121, 7-13.
- Gorer, G. (1948). The American People, New York: Norton.
- Graham, J.A., & Jouhar, A.J. (1981). The effects of cosmetics on person perception. International Journal of Cosmetic Science, 3, 199-210.
- Graziano, W., Brothen, T., & Berscheid, E. (1978). Height and attraction: Do men and women see eye to eye ? Journal of Personality, 46, 128-145.
- Gross, A.E., & Cropton, C. (1977). What is good is beautiful ? Sociometry, 40, 85-90.
- Hamid, P.N. (1968). Style of dress as a perceptual cue in impression formation. Perceptual and Motor Skills, 26, 904-906.
- Hill, M.K., & Lando, H.A. (1986). Physical attractiveness and sex-role stereotypes in impression formation. Perceptual and Motor Skills, 43, 1251-1255.
- Husain, A. (1988). Perception of the female physique attractiveness by Indian and Sudanese students. Personality Study and Group Behaviour (In Press).

- Husain, A., Kureshi, A. (1982). Evaluators' physique and self-evaluation as moderating variables in opposite-sex-physique-attraction, Perspectives in Psychological Research, 5, 31-36.
- Husain, A., & Kureshi, A. (1983). Opposite-sex attraction as a function of perceiver's self-evaluation and physical attractiveness of the perceiver and the perceived. Personality Study and Group Behaviour, 3, 35-42.
- Husain, A., & Kureshi, A. (1986). Sex differences in preferences for the various features of facial attractiveness. Personality Study and Group Behaviour, 5, 81-86.
- Johnson, D.F., & Pittenger, J.B. (1984). Attribution, the attractiveness stereotype, and the elderly. Developmental Psychology, 20, 1168-1172.
- Jones, R. (1982). The importance of face and body in perceptions of physical attractiveness. Unpublished master's thesis, Utah State University, Logan.
- Jones, R.M., & Adams, G.R. (1982). Assessing the importance of physical attractiveness across the life span. Journal of Social Psychology, 118, 131-132.
- Kaushik, N. (1986). Sex differences in perception of physique attractiveness stereotyping. Unpublished M.Phil.Dissertation Department of Psychology, A.M.U., Aligarh.
- Kaushik, N., & Husain, A. (1987). Sex differences in physique attractiveness. Advances in Psychology, 2, 44-48.
- Kiker, V.L. & Miller, A.R. (1967). Perceptual judgement of physique as a factor in social image. Perceptual and Motor Skills, 24, 1013-1014.

- Kopera, A.A., Maier, R.A., & Jackson, J.E. (1971). Perception of physical attractiveness: The influence of group interaction and group coaction on ratings of women. Proceedings of the Annual Convention of the American Psychological Association, 6, 317-318.
- Kretschmer, E. (1925). Physique and Character: An investigation of the nature of constitution and of the theory of temperament. Kegan Paul, Trench, Trubner & Co., Ltd.
- Lerner, R.M., & Gellert, E. (1969). Body build identification, preference and aversion in children. Developmental Psychology, 1, 456-462.
- Lerner, R.M., & Korn, S.J. (1972). The development of body-build stereotypes in males. Child Development, 43, 912-920.
- Lippman, W. (1922). Public Opinion. New York: Harcourt, Brace & Co.
- London, P. (1975). Beginning Psychology. London: The Dorsey Press.
- Major, B., & Deaux, K. (1981). Physical attractiveness and masculinity and femininity. Personality and Social Psychology Bulletin, 7, 24-28.
- Maret, S.M. (1983). Attractiveness ratings of photographs of black by Cruzans and Americans. Journal of Psychology, 115, 113-116.
- Mathes, E.W., Brennan, S.M., Hangen, P.M., & Rice, H.B. (1985). Rating of physical attractiveness as a function of age. Journal of Social Psychology, 125, 157-168.

- Mc Cauley, C., & Stitt, C.L. (1978). An individual and quantitative measure of stereotypes. Journal of Personality and Social Psychology, 36, 929-940.
- Mc Cauley, C., Stitt, C.L., & Segal, M. (1980). Stereotyping from prejudice to discrimination. Psychological Bulletin, 87, 195-208.
- Melaned, L., & Moss, M.K. (1975). The effect of context on ratings of attractiveness of photographs. Journal of Psychology, 90, 129-136.
- Miller, A.R., Kiker, V.L., Watson, R.A.R., Frauchiger, R.A., & Moreland, D. (1968). Experimental analysis of physiques as social stimuli : Part II, Perceptual and Motor Skills, 27, 355-359.
- Miller, A.R., & Stewart, R.A. (1968). Perception of female physique. Perceptual and Motor Skills, 27, 721-722.
- Miller, H.L., & Rivenbark, W.H. (1970). Sexual differences in physical attractiveness as a determinant of heterosexual liking. Psychological Reports, 27, 701-702.
- Mueser, K.T., Grau, B.W., Sussman, S., & Rosen, A.J. (1984). You're only as pretty as you feel: Facial expression as a determinant of physical attractiveness. Journal of Personality and Social Psychology, 46, 469-478.
- Powell, G.E., Tutton, S.J., & Stewart, R.A. (1974). The differential stereotyping of similar physique. British Journal of Social and Clinical Psychology, 13, 421-423.

- Schoedel, J., Frederickson, W.A., & Knight, J.M. (1975). An extrapolation of the physical attractiveness and sex variables within the Byrne attraction paradigm. Memory and Cognition, 3, 527-530.
- Seligman, C., Paschall, N. & Takata, G. (1973). Attribution of responsibility for a chance event as a function of physical attractiveness of target persons: outcome and likelihood of event. Proceeding the 81st Annual Convention of American Psychological Association, Montreal, 147-148.
- Seyfried, B.A., & Hendrick, C. (1973). When do opposites attract ? When they are opposite in sex and sex role attitudes. Journal of Personality and Social Psychology, 25, 15-20.
- Sheldon, W.H. (1942). The varieties of temperament. New York: Harper.
- Sigall, H., & Aronson, E. (1969). Liking for an evaluator as a function of her physical attractiveness and nature of the evaluations. Journal of Experimental and Social Psychology, 5, 93-100.
- Smith, H. (1975). What's sexiest about men : 112-113.
- Stewart, R.A., Tutton, S.J., & Steele, R.E. (1973). Stereotyping and personality: I. Sex differences in perception of female physiques. Perceptual and Motor Skills, 36, 811-814.
- Sussman, S., Meuser, K.T., Grau, B.W., & Yarnold, P.R. (1983). Stability of females facial attractiveness during childhood. Journal of Personality and Social Psychology, 44, 1231-1233.

- Tridon, A. (1922/1949). Psychoanalysis and love., In A. Tridon (Ed.) Psychoanalysis and love. New York: Perma Books.
- Walker, R.N. (1962). Body build and behaviour in young children: I. Body build and nursery school teachers' ratings. Monograph of the Society for Research in child development, 27,
- Ward, C.D. (1967). Own height, sex and liking in the judgement of heights of others. Journal of Personality, 35, 381-401.
- Wilson, G.D., Nias, D.K.B. (1976). Love's mysteries: The Psychology of Sexual attraction; London: Open books.
- Wiggins, N., & Wiggins, J.S. (1969). A typological analysis of male preferences for female body types. Multivariate Behavioural Research, 4, 89-102.